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"Victory depends as much on our ability to produce food as on our ability to manufacture guns, planes, and ships."

--Franklin D. Roosevelt

THE WAR FOOD ADMINISTRATION'S **ACHIEVEMENT "A" AWARD** FOR SEASONAL FOOD PROCESSORS

Seasonal food processors with outstanding production records are eligible to receive Uncle Sam's newest award of honor - the War Food Administration's "A" for Achievement.

"Food is a decisive weapon of war," President Roosevelt said in endorsing the "A" award program. "Victory depends as much on our ability to produce food as on our ability to manufacture guns, planes, and ships. Our army of farmers and processors are fighting an important battle on the food front. Working diligently and skillfully, they are speeding this Nation and our Allies on to Victory."

Seasonal food processors have joined enthusiastically in the Nation's "Food for Freedom" program. The fact that they are not year-round operators makes them ineligible for the Army-Navy "E" award. The colorful "A," flying high over the heads of busy workers, however, will symbolize - just as does the "E" - the tenacious spirit of Americans at war.

Standards are High

The same rigidly high standards must be met for both the "A" and the "E" awards.

In awarding the "A," the War Food Administration will consider, first of all, quantity and quality of production in the light of available facilities.

Other major factors will be:

1. Ingenuity and cooperation with the Government in developing and producing war food products.
2. Cooperation in carrying out the purposes of the various food purchase programs.
3. Effective management; ability to overcome production obstacles; satisfactory management-labor relations, including the avoidance of work stoppages.
4. Training additional laborforces; low absentee records.
5. Accident prevention; health and sanitation.

The same plant cannot possess both the WFA "A" and the Army-Navy "E," but a single company owning separate plants may obtain an "A" for one plant and an "E" for another, depending on the schedule of operation. There is equal opportunity for large and small plants.

Flag is Symbol

The "A" award is represented by a flag designed to fly high over the honored plant. In verdant green, it symbolizes the agricultural background of the food processing industry. The center design - a circle formed by a head of wheat on one side and a steel gear on the other - signifies full agricultural production. Within the circle stands an impressive blue "A" - emblematic of achievement. A brilliant white star in

the upper left corner of the green background proclaims the production record for which the flag is awarded. Additional stars will be awarded to plants which qualify in subsequent seasons by maintaining their achievement records.

Just as the flag has been designed to represent the cooperative spirit of the plant as an entity, an attractive pin has been designed for individual employees to represent individual cooperation. It bears the words: "Achievement Award - Food for Freedom," and may be worn by every employee who by his energy and devotion to duty helps to win the coveted award.

A presentation ceremony will be held for every honored plant as soon as possible after formal announcement of the award. The ceremonies will be simple, but impressive. In appreciation of the essential role being played by seasonal processors in the "Food for Freedom" program, the Army and Navy will cooperate with WFA in making the presentations. Military personnel will participate in presenting the awards.

How to Get It

To protect the prestige of the "A" and the honor it represents, WFA will exercise extreme caution in making the award. The procedure for plant nomination, however, is simple.

Any employee of the Food Distribution Administration - in Washington or in the field - may propose a plant for consideration. Likewise, the nomination may be made by one of FDA's Regional Directors, or through the Washington Branches of WFA. An Awards Board will consider every nomination and recommend final action to the Director of Food Distribution.

It is likely that the majority of nominations will be made through the regional offices of FDA. Regardless of where nominations originate, however, all plant investigations will be made

under the supervision of the Regional Directors and on a basis of the investigations they will approve or disapprove further consideration.

Records approved by the Regional Directors will be reviewed in Washington by the Processors Branch and the appropriate Commodity Branch. The Regional Director, the chief of the Processors Branch, and the chief of the Commodity Branch comprise the Awards Board and their recommendation will be passed on to the Director of Food Distribution for final action.

The Awards Board will consider only plants that have done an *exceptional* job with the facilities at hand. Little consideration will be given to plants functioning largely as they did in peace time, *unless* they have shown initiative and perseverance in overcoming obstacles - or have increased production considerably.

Because of the short period of time many operators are in production, prompt attention will be given to every nomination.

Further information may be obtained from Regional Directors of the Food Distribution Administration, located at the following addresses:

Northeast Region 150 Broadway New York, N. Y.	Southwest Region 425 Wilson Bldg. Dallas, Tex.
Southern Region Western Union Bldg. Atlanta, Ga.	Pacific Region 821 Market St. San Francisco, Calif.
Great Lakes Region Mallards Bldg. 5 South Wabash Ave. Chicago, Ill.	Rocky Mountain Region Burns Vault Bldg. 1536 Welton St. Denver, Colo.
Midwest Region Old Colony Bldg. Grand Ave. at W. 10th Des Moines, Iowa	

